

**Move Update
Keeping Track of Your Customers
Revised 2.2012**

Slide 1:

United States Postal Service Logo in the far left top corner.
PCC (Us Postal Service Postal Customer Council) Logo in far top right corner.

Has the heading: Move Update

The words included are:

Keeping Track of Your Customers

End of text information.

Image Information:

Montage of customers engaged in "mail" via various avenues; with yellow "mailpiece notification" labels superimposed over each of the pictures that comprise the montage.

End of Image information.

Notes:

Good Morning / Afternoon – my name is

title_____.

Thank you for joining us for today's Move Update Workshop. Today we will discuss several topics. First we will go through the approved methods available to comply with the Move Update standard. We will then go into the acceptance verification process, the applicable verification threshold, the method for calculating additional postage and then go over how to access the Move Update reports through the USPS Business Customer Gateway.

At the end of the session I will open up for questions and answers.

End of Slide 1.

Slide 2:

United States Postal Service Logo in the far right top corner.

"Move Update Making the Case" in far top right corner.

Has the heading: America is on the Move and Growing!

End of text information.

Image Information:

Grey colored map of United States with New York, Pennsylvania, and New Jersey labeled & colored in red, orange, and green respectively. Also superimposed over the map are 3 yellow boxes containing information stating customer move and address volume data. There is also a small picture of the "Hollywood" sign on the west coast side of the United States map.

End of Image information.

Notes:

There are great challenges facing mailers – America is on the move.

- **40+ Million Americans move each year!**
- **2.3+ Million businesses move each year as well!**
- **On average mailing lists deteriorate over 1% a month.**

If a list has not been updated recently, a sizable number of addresses in the database may not be accurate.

Here are some of our findings of the UAA Cost Study:

- **Major challenges to address quality still exist**
- **Move-Related UAA appears to be the big contributor**
- **But, physical address accuracy is still a major issue**
- **The results so far support our Address Quality strategies.**

Perspective - Over 40 million Americans move every year – that's more than the combined populations of the states of New Jersey, New York, and Pennsylvania!

Delivery - Postal Service delivers to 151 million+ addresses

Adds More than 1.8 million new delivery points each year.

Perspective - That's like building a new city larger than the city of Los Angeles CA – **EVERY YEAR!**

End of Slide 2.

Slide 3:

United States Postal Service Logo in the far right top corner.

What is Move Update? in far top right corner.

The words included are:

Move Update describes the process of periodically matching a mailer's address records with customer-filed Change-of-Address orders received and maintained by the Postal Service.

Move Update = Fewer Forwarded and Returned Mailpieces

End of text information.

Notes:

Move Update describes the process of periodically matching a mailer's address records with customer-filed Change-of-Address orders received and maintained by the Postal Service.

By periodically performing a Move Update, a mailer can reduce the number of mailpieces that are forwarded or returned.

End of Slide 3.

Slide 4:

United States Postal Service Logo in the far right top corner.

Who Must Use Move Update? in far top right corner.

The words included are:

Background

(square bullet) Move Update is required for mailpieces claiming Presorted or Automation prices for First-Class Mail® and for presorted First-Class Package Service parcels

(square bullet) Move Update required for all mailpieces claiming Standard Mail prices

(square bullet) To meet the Move Update standard, mailers must be using addresses on mailpieces that have been updated using an approved method within 95 days prior to the mailing date

(square bullet) Mailpieces that use any of the three alternative address formats are not required to meet the Move Update standard

End of text information.

Notes:

Postal regulations ***require*** mailers who claim presorted or automation prices for First-Class Mail and for presorted First-Class Package Service parcels to demonstrate that they have performed a Move Update within 95 days prior to the date of mailing.

Move Update is also required for all mailpieces claiming Standard Mail prices. The same 95 day time period applies to Standard Mail.

The Move Update standard applies to the address used on the mailpiece. To be compliant the mailer must have used one of the authorized Move Update programs to check if a change-of-address exists for the address within the prior 95 days.

Mailpieces that use an alternative address format are not required to meet the Move Update requirement. This is because the Postal Service does not forward mailpieces that have an alternative address format.

End of Slide 4.

Slide 5:

United States Postal Service Logo in the far right top corner.

Alternative Address Formats in far top right corner.

Has the heading: Nonprofit Standard Mail

Application and Authorization to Mail

The words included are:

Background

(square bullet) Alternative Address Formats – DMM 602:

(round sub-bullet) Simplified Address = "Postal Customer"
temporary address provided

(round sub-bullet) Occupant Address = "Occupant"

(round sub-bullet) Exceptional Address =

(hyphen sub-bullet) "Jane Doe or Current Resident" or

(hyphen sub-bullet) "Jane Doe or Current Occupant"

Notes:

Alternative address formats include:

The simplified address, where the addressee line may be one line only that reads "Postal Customer,"

The occupant address, where the addressee line reads "Occupant," and the exceptional address, where the addressee line reads either "Jane Doe or Current Resident" or "Jane Doe or Current Occupant."

Note that occupant and exceptional address formats must also include a delivery address line and the city, state and ZIP Code.

End of Slide 5.

Slide 6:

United States Postal Service Logo in the far right top corner.

Move Update Methods in far top right corner.

The words included are:

(square bullet) There are 6 ways a mailer can perform a Move Update.

(round sub-bullet) 4 of these methods are pre-approved

(round sub-bullet) 2 of these methods require separate approval

End of text information.

Notes:

There are 6 ways a mailer can perform a Move Update.

4 of these methods are pre-approved, and 2 of these methods require separate approval.

End of Slide 6.

Slide 7:

United States Postal Service Logo in the far right top corner.

Move Update Methods in far top right corner.

The words included are:

General Standards

(square bullet) 4 Pre-Approved Methods

(round sub-bullet) Ancillary Service Endorsements

(round sub-bullet) ACS™, OneCode ACS®, and Full Service ACS

(round sub-bullet) NCOALink®

(round sub-bullet) *FASTforward*® Multiline Optical Character Reader

End of text information.

Notes:

The four pre-approved methods include the use of ancillary service endorsements, the ACS, OneCode ACS and Full Service ACS programs, NCOA^{Link}, and the use of the *FASTforward* Multiline Optical Character Reader.

End of Slide 7.

Slide 8:

United States Postal Service Logo in the far left top corner.
Move Update Methods in far top right corner.

The words included are:

(square bullet) 2 Methods Require Separate Approval:

(round sub-bullet) Legal Restraint Method

(round sub-bullet) 99 Percent Accuracy Method

Notes:

The 2 methods that require separate approval include the legal restraint method, and the 99 percent accuracy method. The approval is issued from the National Customer Support Center (NCSC) located in Memphis, TN.

End of Slide 8.

Slide 9:

United States Postal Service Logo in the far left top corner.

Move Update Methods in far top right corner.

Has the heading: Move Update

The words included are:

Ancillary Service Endorsements

Notes:

All of these methods will now be described in detail, beginning with the use of ancillary service endorsements.

End of Slide 9.

Slide 10:

United States Postal Service Logo in the far right top corner.

Ancillary Service Endorsements in far top right corner.

The words included are:

(square bullet) On-piece mailing instructions

(square bullet) Same handling for all classes of mail

(square bullet) Very different fees applicable

End of text information.

Image Information:

Image of a mailpiece with "Endorsement" instructions.

End of Image information.

Notes:

One of the approved methods for Move Update is the use of an appropriate ancillary service endorsement on mailings. Ancillary service endorsements allow mailers to obtain the addressee's new address if the addressee filed a change-of-address order with the Postal Service, or the reason for non-delivery. These endorsements also provide the Postal Service with instructions on how to handle undeliverable-as-addressed mail. Does the mailer want the piece to be returned, forwarded, or disposed of at the delivery Post Office?

To initiate this method, a mailer prints an ancillary service endorsement on the mailpiece. This endorsement can be placed in one of 4 specific locations on the mailpiece.

Some examples of ancillary service endorsements are Return Service Requested, Address Service Requested, Change Service Requested or **Temp-Return Service Requested (First-Class Mail® only)**. These are the only ancillary service endorsements that can be used to meet the Move Update requirement.

Although the meaning of the different ancillary service endorsements are the same regardless of mail class, there are very different fees that apply depending on the mail class. Standard Mail mailers must be extremely careful when using ancillary service endorsements as their method of Move Update compliance; there can be substantial fees that result if the mailing list is not current.

End of Slide 10.

Slide 11:

United States Postal Service Logo in the far right top corner.

Ancillary Service Endorsements in far top right corner.

The words included are:

☐ Return Service Requested

- The Postal Service™ will return non-deliverable mailpieces with the new address information, or the reason for non-delivery.
- No forwarding service is provided.

☐ Temp-Return Service Requested (First-Class Mail® only)

- If Temporary COA – Mailpiece is forwarded without temporary address provided.
- If Permanent COA – Mailpiece is returned with new address provided.

End of text information.

Notes:

When a mailer applies the “return service requested” endorsement on a mailpiece, the Postal Service will return non-deliverable mailpieces with the new address information, or reason for non-delivery. The mailpiece is not forwarded when the Return Service endorsement is applied to a mailpiece.

There is also **Temp-Return Service Requested** for First-Class Mail only.

If Temporary COA – Mailpiece is forwarded without temporary address provided

If Permanent COA – Mailpiece is returned with new address provided

End of Slide 11.

Slide 12:

United States Postal Service Logo in the far right top corner.
Ancillary Service Endorsements in far top right corner.

The words included are:

❑ Address Service Requested

Service provided varies by time period:

- Months 1 – 12: the mailpiece is forwarded at no charge; the mailer is provided a separate hardcopy notice of the new address for a fee
- Months 13 – 18: the mailpiece is returned with the new address attached
- After month 18 or if undeliverable at any time: the mailpiece is returned with reason for non-delivery

End of text information.

Notes:

When a mailer applies the “address service requested” endorsement on a mailpiece, the service varies by time period.

In the first twelve months following a change of address order received by the Postal Service, the Postal Service will forward the mailpiece at no charge, and provide the mailer with a separate hardcopy notice of the new address for a fee.

For the thirteenth through eighteenth month after the effective date of a change of address order, the Postal Service will return the mailpiece with the new address attached.

After month eighteen, or, if the mailpiece is undeliverable at any time, the Postal Service will return the mailpiece with the reason for non-delivery shown on the mailpiece.

For First-Class Mail, there are never any charges for the forwarding or return of a mailpiece.

For Standard Mail, a “weighted” fee is charged on all mailpieces that are returned, when “address service requested” is used. The weighted fee is based on the single-piece First-Class Mail price times a pre-determined factor. The current factor is 2.472.

End of Slide 12.

Slide 13:

United States Postal Service Logo in the far right top corner.

Ancillary Service Endorsements in far top right corner.

The words included are:

☐ Change Service Requested

- Separate notice of a new address or reason for nondelivery is provided; in either case, a fee is charged.
- Standard Mail mailpiece is not forwarded or returned, but disposed of by the Postal Service™.
- For First-Class Mail® this endorsement is available only when used in conjunction with ACS™, OneCode ACS®, or Full-Service ACS.
 - Option 1: All undeliverable mail is disposed
 - Option 2: Forwardable mail pieces forwarded, all other undeliverable mail is disposed

End of text information.

Notes:

When a mailer applies the “Change Service Requested” endorsement to a mailpiece, the Postal Service will provide the mailer with a separate notice of the new address, or the reason for non-delivery, for a fee. The mailpiece is not forwarded or returned, but is disposed of by the Postal Service.

For First-Class Mail, the “Change Service Requested” endorsement is available *only* when used in conjunction with ACS or OneCode ACS.

There is a second option available with the Change Service Requested endorsement for First-Class Mail if using ACS or OneCode ACS. This option allows mailpieces that can be forwarded to be sent to the new address with all other undeliverable mail disposed of. In all cases, an ACS or OneCode ACS notice is provided to the mailer.

As an alternative, the applicant may submit evidence from a third party such as a financial statement prepared by an independent party such as a certified public accountant showing that the organization is both organized and operated as a nonprofit organization. Internal financial statements and other internal evidence are insufficient, for postal purposes, to establish that the applicant organization is nonprofit.

End of Slide 13.

Slide 14:

United States Postal Service Logo in the far right top corner.

Ancillary Service Endorsements in far top right corner.

The words included are:

- For an address to meet the Move Update requirement, the mailer must have sent at least one letter or card to an address with an approved ancillary endorsement within 95 days before reuse of the address.
- To complete the Move Update process, the mailer must make the address change received as a result of the use of approved ancillary endorsement.
- It is recommended that the mailer retain address correction records for up to one year.

End of text information.

Notes:

For an address to meet the Move Update requirement, the mailer must send at least one letter or card at any class of mail to an address with an approved ancillary endorsement within 95 days before reuse of the address.

To complete the Move Update process, the mailer must make the address change received as a result of the use of approved ancillary endorsement.

It is recommended that the mailer retain address correction records for up to one year.
End of Slide 14.

Slide 15:

United States Postal Service Logo in the far right top corner.
Move Update Methods in far top right corner.

The words included are:

ACS™ and OneCode ACS®

End of text information.

Notes:

Now lets talk about another Move Update method using the programs ACS or OneCode ACS.

End of Slide 15.

Slide 16:

United States Postal Service Logo in the far right top corner.
ACS™ and OneCode ACS® in far top right corner.

The words included are:

- An electronic enhancement to traditional, manual methods of providing change-of-address information to mailers.
- Mailers add a unique mailer identification code to the address area of their mailpieces to identify them as ACS™ participants.
- The Postal Service™ uses the mailer identification code to send change-of-address information electronically to the mailer.
- Mailers can choose to receive electronic notifications daily, weekly, biweekly, or monthly.
- Available for all classes of mail.

End of text information.

Notes:

ACS is an electronic enhancement to the traditional, manual method of providing change-of-address information to mailers, as described previously in the ancillary endorsements section.

To initiate this Move Update method, mailers add a unique mailer identification code to the address area of their mailpieces to identify them as ACS participants.

The Postal Service uses the mailer identification code to send change-of-address information electronically to the mailer.

Mailers can choose to receive the electronic notifications daily, weekly, biweekly, or monthly.

ACS is available for all classes of mail.
End of Slide 16.

Slide 17:

United States Postal Service Logo in the far right top corner.

ACS™ in far top right corner.

The words included are:

Address Change Service

End of text information.

Notes:

To participate in ACS, the mailer must obtain a mailer's "participant code" from the Postal Service's National Customer Support Center, and apply it to the top of the address label, as shown in the diagram here. The Postal Service uses this mailer participant code to send change-of-address information electronically to the mailer that is linked to the Mailer ID.

The "optional keyline" is created by, and used by, mailers to identify their own end customers when address correction notifications are received from the Postal Service. When the Postal Service cannot deliver a mailpiece the mailer can use the optional keyline information returned by the Postal Service to link the electronic notice provided to a customer address record and make the appropriate update to the address record.

The "Ancillary Service Endorsement" is used to instruct the Postal Service on regarding the mail piece's appropriate disposition after the change-of-address information is sent electronically to the mailer.

End of Slide 17.

Slide 18:

United States Postal Service Logo in the far right top corner.

OneCode ACS® in far top right corner.

The words included are:

The mailer must print ancillary service endorsement on Standard Mail

End of text information.

Image Information:

Mailpiece with an On-Piece Endorsement

End of Image information.

Notes:

OneCode ACS is the next generation of ACS. As shown in the diagram here, the mailer participant code and optional keyline information are inserted into an Intelligent Mail barcode. This will allow faster reading and transmission of information both to and from the Postal Service.

The on-piece Ancillary Service Endorsement is required on Standard Mail and First-Class Mail flats and is optional on First-Class Mail letters when participating in the OneCode ACS program. The ancillary service endorsement is used to instruct the Postal Service regarding the mail piece's appropriate disposition upon determining that it is undeliverable as addressed in situations where the piece must be handled manually.

The use of the ancillary service endorsement "Electronic Service Requested" is recommended when participating in the OneCode ACS program. When this endorsement is used, the mailpiece disposition is determined by the value contained in the Intelligent Mail barcode. When a different ancillary service endorsement is printed on the mailpiece, the printed endorsement is used to determine mailpiece disposition and the value in the Intelligent Mail barcode is ignored.

Mailers can use OneCode ACS with letters and flat-size mailpieces mailed as First-Class Mail, Standard Mail, and Periodicals.

End of Slide 18.

Slide 19:

United States Postal Service Logo in the far right top corner.

Move Update Methods far top right corner.

Has the heading:

NCOALink®

End of text information.

Notes:

Now let's talk about another Move Update method called the NCOALink.
End of Slide 19.

Slide 20:

United States Postal Service Logo in the far right top corner.
NCOALink® in far top right corner.

The words included are:

- ❑ NCOALink is an address correction service provided to mailers through companies licensed by the Postal Service™.
- ❑ Computer software purchased, leased, or developed by the licensee is used to access the NCOALink database.

End of text information.

Notes:

NCOALink is an address correction service provided to mailers through companies licensed by the Postal Service.

Individual mailers can also license NCOALink for their internal use to maintain their address lists.

Computer software purchased, leased, or developed by the licensee is used to access NCOALink data.

End of Slide 20.

Slide 21:

United States Postal Service Logo in the far left top corner.
NCOALink® far top right corner.

- ❑ Updated change-of-address information for the entire country is provided on a regular basis to the licensee by the Postal Service™ through the NCOALink database.
- ❑ The licensees match mailing lists submitted to them by mailers on tape, disk or by upload against the information contained in the NCOALink database.
- ❑ If a match is made, NCOALink can correct the address before it is printed.

End of text information.

Notes:

Updated change-of-address information for the entire country is provided on a regular basis to the licensee by the Postal Service through the NCOALink database.

The licensees match mailing lists submitted to them by mailers on tape or disk against the information contained in the NCOALink database.

If a match is made, NCOALink can correct the address *before* it is printed.

End of Slide 21.

Slide 22:

United States Postal Service Logo in the far right top corner.

NCOALink® far top right corner.

The words included are:

The NCOALink process improves mail deliverability by providing mailers with current, standard, delivery point coded addresses for individual, family, and business moves.

End of text information.

Notes:

The NCOALink process improves mail deliverability by providing mailers with current, standard, delivery point coded addresses for individual, family, and business moves.

End of Slide 22.

Slide 23:

United States Postal Service Logo in the far right top corner.

Move Update Methods in far top right corner.

The words included are:

***FASTforward*® Multiline Optical
Character Reader (MLOCR)**

End of text information.

Notes:

Now lets talk about another Move Update Method called *FASTforward*® Multiline Optical Character Reader, also known as the *FASTforward*® MLOCR.

End of Slide 23.

Slide 24:

United States Postal Service Logo in the far left top corner.

FASTforward® MLOCR in far top right corner.

The words included are:

The *FASTforward* system consists of a Postal Service-owned, and user-licensed, computer system containing *FASTforward* name and address-matching software, and the Postal Service's change-of-address database.

End of text information.

Notes:

The *FASTforward* system consists of a Postal Service-owned and user-licensed computer system containing *FASTforward* name and address-matching software and change-of-address database.

End of Slide 24.

Slide 25:

United States Postal Service Logo in the far right top corner.

FASTforward® MLOCR in far top right corner.

The words included are:

- ❑ *FASTforward* hardware and software are interfaced with commercial MLOCR equipment. As automation-compatible mailpieces run through the MLOCR, the names and addresses are checked against the COA information contained in the *FASTforward* system, and if a COA is applicable, the correct address and barcode are sprayed on the mailpiece.
- ❑ Using *FASTforward* MLOCR allows mailers to avoid delays associated with traditional mail forwarding.

End of text information.

Notes:

Fastforward hardware and software are interfaced with the MLOCR equipment. As automation-compatible mailpieces run through the MLOCR, the names and addresses are checked against the change-of-address information contained in the *Fastforward* system, and if a change-of-address is applicable, the correct address and barcode are sprayed on the mailpiece.

Using *FASTforward* MLOCR allows mailers to avoid delays associated with traditional mail forwarding.

End of Slide 25.

Slide 26:

United States Postal Service Logo in the far right top corner.

Alternate Methods (First-Class Mail® Only) in far top right corner.

Has the heading: *In Limited Circumstances, An Alternate Method to Meet Move Update Requirement May Be Approved:*

The words included are:

- Mailer Demonstrates That Their Internal List Management Maintains Address Quality at 99% or Greater Accuracy For Change-of-Address

- Mailer Demonstrates A Valid Legal Restriction Which Prevents Changing Customer Address Without Approval

End of text information.

Notes:

1. With the implementation of the Move Update Requirement, certain mailers argued that they often received customer change-of-address notices before the Postal Service did. An example of this is the phone companies, where the customer called to disconnect a phone at their old address and connected a phone at their new address.
2. Where mailers can demonstrate they have more up-to-date addresses than the USPS, they can obtain a waiver to the Move Update Requirement. To prove their quality, the mailer file is tested against the USPS change-of-address database. If less than 1% of the mailer file results in a change-of-address, the mailer is granted a waiver.
3. Another case where mailers argued that they couldn't meet the Move Update Requirement is where they had a legal restriction that prevents them from updating their customer address without direct contact from the customer. In such cases where the mailer can provide the actual law that prohibits their update, a waiver is provided.

End of Slide 26.

Slide 27:

United States Postal Service Logo in the far right top corner.

Move Update Resource Information in far top right corner.

Image Information:

Images of "NCSC" and "RIBBS" landing pages, and the Customer Support telephone number.

End of Image information.

Notes:

For more information on the Move Update process, mailers can visit the Postal Service on the web at www.usps.com/ncsc/services or ribbs.usps.gov.

Call customer support at 800-238-3150, or access our Publication 363, *Updating Address Lists Is a Smart Move*, at usps.com.

End of Slide 27.

Slide 28:

United States Postal Service Logo in the far left top corner.

Heading reads: Move Update Acceptance and Verification

Notes:

We would now like to change gears a bit and discuss the process by which acceptance will evaluate a mailing for Move Update compliance

End of Slide 28.

Slide 29:

United States Postal Service Logo in the far left top corner.

Move Update Changes - Effective Jan. 22, 2012 in far top right corner.

The words included are:

- Added presorted First-Class Package Service parcel mailings to those required to use Move Update
- Move Update required for Parcel Select Lightweight mailings

End of text information.

Notes:

On January 22, 2012, presorted First-Class Mail parcels were renamed as presorted First-Class Package Service parcels, and the Move Update standards required.

Also on January 22, 2012, commercial Standard Mail irregular and machinable parcels were reclassified as Parcel Select Lightweight parcels with the Move Update standards required.

End of Slide 29.

Slide 30:

United States Postal Service Logo in the far right top corner.

Move Update Certification in far top right corner.

The words included are:

- Move Update reports furnished at sites with MERLIN
- Signature on the postage statement by either the mail owner or mailing agent certifies compliance
- Mailers must record Move Update method
- Postage Wizard
 - Indicate Move Update method in Online Postage Statement
- Mail.dat
 - Indicate Move Update method in Mail.dat File (Qual-segment record level)
 - For OneCode ACS use ACS
- Mail.XML
 - Indicate Move Update method in Postage Statement Create Request and Periodical Statement Create Request

End of text information.

Notes:

Acceptance clerks have been instructed to provide the move Update report to mailers at all sites that use MERLIN for verification.

By signing the postage statement, the mailer or mailer's agent certifies that they have performed the necessary tasks to quality for the prices being requested. This includes using an authorized method to comply with the Move Update standard.

Additionally, the mailer must check-off one of the Move Update methods shown on the postage statement.

In Mail.dat or Mail.XML, the mailer must use a 0 if no move update is used, instead of leaving the move update field blank Valid Mail.dat Move update values in Mail.dat Segment file for postage statements are:

0 = None

1 = ACS

2 = NCOALink

3 = FAST Forward

4 = Mailer Move Update Process

5 = Ancillary Service Endorsements

6 = Multiple

7 = Simplified/Occupant/Exceptional Address (No move update method needed for this code 7)

Mail.dat does not currently allow for the selection of OneCode ACS.

In Mail.XML, an abstract periodical statements data type is used for Periodical postage statements and an abstract Postage Statement Data Type is used for all other postage statements. Each type of the above mentioned abstract xml blocks has the Move Update Method element that should be filled with values from move Update Method Type available in the mailxml_base file. The Mail.XML move update values are the same as Mail.dat values with the exception of value of 8 which has been added for ONECODEACS and supported by the USPS in November 2009:

0 = None

1 = ACS

2 = NCOALink

3 = FAST Forward

4 = Mailer Move Update Process

5 = Ancillary Service Endorsements

6 = Multiple

7 = Simplified/Occupant/Exceptional Address (No move update method needed for this code 7)

8 = ONECODE ACS

Mailings for which a Move Update method is not declared are not eligible for any First-Class or Standard Mail discount prices

End of Slide 30.

Slide 31:

United States Postal Service Logo in the far right top corner.

Postage Statement Move Update Method Checkbox in far top right corner.

Image Information:

Image of a Standard Mail Postage Statement.

End of Image information.

Notes:

The hard copy postage statement contains a list of the authorized Move Update methods from which the mailer can select. These include, Ancillary Service Endorsement, Fastforward, NCOALink, ACS, Alternative Method, and Multiple. In November, we will add OneCode ACS and Alternative Address Format to the postage statement. Alternate Method is used mailers who have a written authorization from the NCSC for either Legal Restraint or 99% accuracy.

The 'multiple' method is used when pieces in the mailing are updated using different methods, such as in a combined MLOCR mailing in which different clients use different methods including Fastforward.
End of Slide 31.

Slide 32:

United States Postal Service Logo in the far right top corner.
Postage Statement
Move Update Method Checkbox in far top right corner.

Image Information:

Image of a Postal Wizard Statement Entry screen.
End of Image information.

Notes:

The entry of a postage statement through Postal Wizard also provides for the designation of the Move Update method used for the mailing. We will be adding the Alternative Address format and OneCode ACS options to the methods in our November 2012 release.
End of Slide 12.

Slide 33:

United States Postal Service Logo in the far right top corner.
Slide heading: Performance-Based Verification and Move Update
End of text information.

Notes:

We would like to provide you with a brief explanation of our performance based verification process and how it ties into the performance of the Move Update verification
End of Slide 33.

Slide 34:

United States Postal Service Logo in the far right top corner.
Performance Based Verification in far top right corner.
The words included are:

- PBV is an intelligent verification model**
- Integrated with PostalOne!**

- ❑ **Prompts clerks to perform verification based upon:**
 - **Past verification history of mailer**
 - **Verification labor costs**
 - **Estimated cost avoidance or additional Postage Collected**
- ❑ **PBV deployed to all PostalOne! acceptance sites since March 2009**
- ❑ **With MERLIN enables Move Update verification and reports**

End of text information.

Notes:

Performance Based Verification (PBV) uses mailer verification history and other cost factors to determine when verification should be Performed. Deployment of PBV was completed in April 2009.

The Move Update verification is a integral part of our Performance Based (PBV) verification process. PBV integrates postage statement processing in PostalOne and processing a mailing sample on MERLIN.

Move Update verifications are performed at sites that use MERLIN to Perform verifications. 1200 MERLIN machines are installed at BMEUs and Detached Mail Units (mailer facilities where USPS personnel are onsite to accept mailings) across the country. A listing of the BMEU sites with MERLIN is posted on the RIBBS-Move update web page.

Mailings that use an alternate address format are exempt from the Move Update verification.

The rules associated with the Move Update verification are based on the instructions outlined in the Publication 363, Updating Addresses is a Smart Move using NCOALink.

This publication is posted on the RIBBS-Move Update web page. The Publication 363 contains a long list of FAQs, that respond to many questions raised by the industry.

End of Slide 34.

Slide 35:

United States Postal Service Logo in the far right top corner.

Performance Based Verification in far top right corner.

The words included are:

PBV Verification Modes

- **Staged**
- **Continuous**

End of text information.

Notes:

As mentioned earlier, Performance Based Verification is a process in the PostalOne system that determines the frequency of verifications.

The postal service may designate a Detached Mail unit in one of two ways, Staged or Continuous mailing environments.

Knowing whether a DMU is designated as staged or continuous is important to how the Move

Update reports are accessed.

End of Slide 35.

Slide 36:

United States Postal Service Logo in the far right top corner.

Staged Mailing Environment in far top right corner.

The words included are:

- The postage statement is presented with the mailing
- Mailings inducted at BMEs and some DMUs typically fit this profile
- An environment where the mail has been completed and staged for verification by the USPS

End of text information.

Notes:

The Staged Mailing Environment is the most common type of DMU where a mailing that has been completed and is staged for verification by the USPS. The postage statement is presented with the mailing.

The Staged Mailing Environment is similar to the way mailings are presented to the BMEU.

End of Slide 36.

Slide 37:

United States Postal Service Logo in the far right top corner.

Continuous Mailing Environment in far top right corner.

The words included are:

- ❑ An environment where mailers produce mail over a period of time, which is then released for transport at varying intervals
- ❑ The postage statement is presented at the end of mail production
- ❑ USPS acceptance clerks must determine verification needs prior to receiving postage statement
- ❑ Verifications are performed prior to the arrival or processing of postage statements
- ❑ Additional postage for failed verifications is based upon postage statement information for the selected sample or on alternate agreement with the mailer

End of text information.

Notes:

The Continuous Mailing Environment generally, applies to DMUs where a postage statement is not available at the time mail is being produced and when the clerk needs to perform the verification. It may be an environment where mailers continuously produce mail over a period of time, which is then released for transport at varying intervals

USPS samples portions of the mail for verification prior to the completion of the entire mail job.

The PostalOne system uses a verification results storage record (VRSR) to control the verifications and to facilitate communication from PostalOne to MERLIN and back. The verifications are not tied directly to a mailing job or postage statement.

The postage statement is presented at the end of mail production after verifications have been performed.

End of Slide 37.

Slide 38:

United States Postal Service Logo in the far right top corner.

Move Update Verification Process in far top right corner.

Image Information:

PostalOne/MERLIN verification flow chart

End of Image information.

Notes:

The verification process generally begins with entering postage statement information into PostalOne!. As just mentioned, the verification results storage record (VRSR) in the continuous DMU environment may also be used to initiate the verification process. PostalOne will identify what verifications, if any, are to be performed.

The mailing information is sent electronically to the MERLIN machine. The acceptance clerks will randomly select a sample of mail from the mailing. The MERLIN operator will process the sample on MERLIN. A data file of barcodes, names and addresses from the sample pieces is prepared by MERLIN and sent electronically to the National Customer Support Center (NCSC).

The NCSC will process the addresses for delivery point validation. Addresses that are confirmed as a valid delivery point are then processed against the NCOA database to determine if an updated address was available for the name and address. The NCSC provides the results of the NCOA process electronically back to PostalOne.

PostalOne will formulate the verification results into a report that can be printed by the acceptance clerk at the time the mailing is accepted. PostalOne will also provide the reports to customers who have registered through the USPS Business Customer Gateway. We will discuss accessing the Move Update reports later in this presentation. End of Slide 38.

Slide 39:

United States Postal Service Logo in the far right top corner.
Has the heading:
Move Update Verification Threshold
End of text information.

Notes:

The Move Update verification threshold and calculations were recently updated based on mailer feedback.
End of Slide 39.

Slide 40:

United States Postal Service Logo in the far right top corner.
Move Update Verification in far top right corner.

The words included are:

- Verifications being performed at sites with MERLIN
- Threshold effective January, 2010:
 - Must be more than 5 pieces with COA that were not updated
 - Passing score requires 70% or more of the COAs must be updated
 - First-Class Mail and Standard Mail assessed at 7 cents for each piece
- Current appeal process applies

End of text information.

Notes:

In January 2010, the Postal Service will begin using the Move Update verification to determine if a mailing meets the Move Update standard and qualifies for the First-Class and Standard Mail discount prices. Move update verification are being performed at all sites that use MERLIN for performance of verification.

The threshold will consist of two factors. The first factor is that the verification must detect more than 5 pieces that have a COA on file and that were not update by the mailer. Secondly the verification results percentage must be below 70%. This verification result is determined by dividing the number of pieces detected with a COA on file that the mailer did update by the total number of pieces with a COA on file.

If the mailing is determined to fall below the threshold for the verification, a 7 cents per piece charge will be assessed. The application of this charge is shown in the next slide.

The mailer will have the option to pay the additional postage or withdraw the mailing.

As with any of our verifications, a mailer may elect to submit an appeal through existing channels as provided by the Domestic Mail manual

End of Slide 40.

Slide 41:

United States Postal Service Logo in the far left top corner.
Additional Postage Calculation in far top right corner.

- Additional postage will only be assessed against the portion of the mail that is below the threshold
 - If verification results are 60%
 - Assess additional postage for 10% (70% threshold – 60% score) of pieces in the mailing.
 - Fee is \$0.07 for both First Class or Standard Mailings

End of text information.

Notes:

This slide illustrates the additional postage calculation based on a verification score of 60%.

The score, 60%, is subtracted from the threshold of 70% which equals 10%. The 10% would then be applied to the total pieces in the mailing and those pieces would be subject to the additional 7 cent assessment.

The calculation is performed in PostalOne! and displayed in the verification results section of the postage statement.

End of Slide 41.

Slide 42:

United States Postal Service Logo in the far right top corner.
Additional Postage Example far top right corner.

The words included are:

Mailing total pieces 100,000

Move Update score 60%

Percent application 70% threshold – 60% = 10%

Pieces for additional postage 10% X 100,000 = 10,000

Calculation .07 x 10,000 = \$700.00

End of text information.

Notes:

This slide represents the calculation for a mailing of 100,000 pieces that had more than 5 pieces not updated and a verification results score of 60%.

The percentage of pieces to apply the additional postage to is determined by subtracting the score from the 70% threshold. In this case it is 70-60 which is 10%. If the score was 50% then the difference would be 20%.

To calculate the additional postage, we would take 10% of the pieces in the mailing and assess \$.07 cents per piece which would equal \$700.00

End of Slide 42.

Slide 43:

United States Postal Service Logo in the far right top corner.

Move Update: Combined Mailings in far top right corner.

The words included are:

- This exception will be allowed for one year from the date of implementation of the Move Update verification.
- The verification results calculation for a combined multi-client mailing will be the same as stated for all other mailings.
- A mailer submitting a combined multi-client mailing that fails the Move Update verification may have additional postage attributed to individual clients within the mailing under the following conditions.

End of text information.

Notes:

We will consider an exception for combined multi-client mailings to allow the mailer to associate Move Update verification failures to up to 3 clients in the mailing.

The additional postage calculation will be applied the same as for a single mailing but the pieces subject to additional postage may be limited to those identified clients.

This exception will be allowed for up to one year after implementation.

End of Slide 43.

Slide 44:

United States Postal Service Logo in the far right top corner.

Move Update: Combined Mailings in far top right corner.

The words included are:

- ❑ If three or fewer clients are detected with Move Update error, the mailer may request additional postage be attributed to each of the clients.

- ❑ The mailer will be allowed the opportunity to examine the sample and extract any piece found to be in error to identify the client to which the piece belongs.

- ❑ Pieces must be identifiable back to the client using some identification from the mailpiece such as return address, meter impression, or permit imprint that is verifiable by the acceptance clerk back to the detailed documentation.

End of text information.

Notes:

If a mailing fails the Move Update verification and there are three clients or fewer found to have errors, the mailer will be allowed to attribute the additional postage to the total pieces for just the three clients.

The mailer will be allowed to examine the pieces found as errors to identify the clients. The pieces that were not updated can be extracted from the sample using the MERLIN mailpiece IDs that are displayed on the Move Update worksheet and the ID printed on the pieces. The pieces must be identifiable back to the client by permit, number, meter impression, return address or some other identifying characteristic.

End of Slide 44.

Slide 45:

United States Postal Service Logo in the far right top corner.

Move Update: Combined Mailings in far top right corner.

The words included are:

- ❑ Additional postage will be applied to the mail volume for up to three clients whose pieces were found with Move Update errors.
 - For example:
 - Total mailing is 100,000 pieces and the Move Update verification result is a 60% passing score with 10 pieces not updated within the sample
 - Client A has 4 pieces not updated, Client B has 4 pieces not updated and Client C has 2 pieces not updated.
 - Client A volume is 5,000 pieces, Client B volume is 10,000 pieces and Client C is 10,000 pieces.

- Total volume for Client A, B and C is 25,000 pieces.
- The adjustment percentage is 10% - 70% threshold minus the passing percentage 60% = 10%.
- 10% times the total volume (25,000 pieces) for the clients is 2500 pieces.
- 2500 times \$0.07 = \$175.00.
- \$175.00 is the calculated additional postage.

End of text information.

Notes:

The additional postage will be applied using the same formula as if the postage were for a single client mailing, except that only the total pieces for the clients with errors will be used.

This example shows the calculation where three clients were found in the sample to have pieces not updated. Total volume of the mailing was 100,000 piece. Total volume for the clients with pieces not updated was 25,000 pieces. So the calculation would only be applied against the 25,000 pieces. Since the result was 60%, the additional postage factor is 10% applied against the 25,000 pieces, yielding a \$175.00 additional postage charge.

End of Slide 45.

Slide 46:

United States Postal Service Logo in the far right top corner.

Move Update: Combined Mailings in far top right corner.

The words included are:

- ❑ The mailer must provide detailed documentation to support the volume by client.
- ❑ If more than three clients are found with Move Update errors that cause the mailing to fail verification, the entire mailing will be subject to an additional postage calculation.

End of text information.

Notes:

The mailer must be able to document the number of pieces by client, and if more than three clients are found with errors, the entire mailing will be subject to the additional postage.

End of Slide 46.

Slide 47:

United States Postal Service Logo in the far right top corner.

The words included are:

Accessing Move Update Reports

End of text information.

Notes:

Now let's go into the options for accessing the Move Update worksheet and reports.

End of Slide 47.

Slide 48:

United States Postal Service Logo in the far right top corner.

Reports in far top right corner.

The words included are:

- "Guide to Accessing Move Update Reports" on RIBBS
- Two Report Formats:
 - Move Update worksheets: near real time reports during acceptance by mailing or VRSR
 - Move Update Microstrategy Reports: analytical reports updated nightly and aggregated across mailing (work in progress)

End of text information.

Notes:

A Guide to Accessing Move Update Reports is posted on the Move Update page on RIBBS. Additionally, the User Access to Electronic Mail Information and Reports Guide posted under Intelligent Mail Services on RIBBS contains information on accessing the Move Update reports.

The PostalOne system generates two different worksheets/reports that are accessible to mailers registered through the Business Customer Gateway.

These include real time reports that are available from the dashboard immediately after the verifications has been performed and trend reports available through the Microstrategy application.

To access the reports you must be authorized to Manage Mailing Activity by your business administrator in the Business Customer gateway.

The next few slides will show how to access and navigate these reports.

End of Slide 48.

Slide 49:

United States Postal Service Logo in the far right top corner.

Access Move Update Reports in far top right corner.

The words included are:

- Navigate to usps.com

❑ Access “Business Customer Gateway” at the bottom of the page

Image 1:

Business Customer Gateway “Get Package with Free Priority Mail Supplies” page on usps.com

End of image.

Access to the Business Customer Gateway, is through a link at the bottom of the page on usps.com.

End of text information.

Notes:

End of Slide 49.

Slide 50:

United States Postal Service Logo in the far right top corner.

Access Move Update Reports in far top right corner.

The words included are:

Login using the assigned username and password

End of text information.

Image 1:

Business Customer Gateway Login page on usps.com

End of image.

Notes:

Customers with existing access to the Business Customer Gateway will logon as they unusually do.

New users must register in the Business Customer Gateway by using the New User link just below the Existing User box.

End of Slide 50.

Slide 51:

United States Postal Service Logo in the far right top corner.

Access Move Update Reports in far top right corner.

The words included are:

After successful login, access “Mailing Reports (PostalOne!)”

End of text information.

Image 1:

Business Customer Gateway “Mailing Reports (PostalOne!) on usps.com

End of image.

Notes:

After logging into the Business Customer gateway, select 'Mailing reports (PostalOne)' link that is under the Track and Report section.
End of Slide 51.

Slide 52:

United States Postal Service Logo in the far right top corner.

Access Move Update Worksheet in far top right corner.

The words included are:

On the Mailing Reports page, click on "View Transactions"

End of text information.

Image 1:

Business Customer Gateway Mailing Reports "View Transaction" page on usps.com

End of image.

Notes:

On the mailing reports, click on "View Transactions."

End of Slide 52.

Slide 53:

United States Postal Service Logo in the far right top corner.

On the mailing reports, click on "View Transactions." in far top right corner.

The words included are:

On the Transaction Search Results, look for "MU" (for Move Update) under Verifications

End of text information.

Image 1:

Business Customer Gateway View Transaction "MU" page on usps.com

End of image.

Notes:

On the transaction screen click the Search button. The system returns transactions for date range as shown. Users can select any other filters in the search are to filter their results. To view records for a prior timeframe just change the start and end date range.

Verification worksheets will be shown in the Verifications Used column. The abbreviations include, ME for MERLIN, MU for Move Update, PS for manual presort, BP for bundle preparation, TT for tap test, and BC for manual barcode. These abbreviations will appear only when an acceptance clerk has entered information into the PostalOne worksheet for the specific verification.

Double click on the MU, which will take you the Move Update report.

End of Slide 53.

Slide 54:

United States Postal Service Logo in the far right top corner.

Access Move Update Worksheets in far top right corner.

The words included are:

Top Section of Move Update report

End of text information.

Image 1:

Move Update Address Validation Report

End of image.

Notes:

There are four sections to the Move Update worksheet. The top section is Mailing Information section.

The Mailing Information section contains information taken from the postage statement about the mailing including the Move Update method declared by the mailer as entered by the acceptance clerk or as contained in the electronic statement..

The MERLIN system section displays information taken from the processing of the mailing on MERLIN.

End of Slide 54.

Slide 55:

United States Postal Service Logo in the far right top corner.

Move Update Worksheet in far top right corner.

The words included are:

Summary Move Update Information

Detailed Piece Information

End of text information.

Image 1: Move Update Address Validation Summary Information

Image 2: Move Update Error Identification

End of image.

Notes:

The columns represent the number of total number of pieces found with COAs in the sample and the number that were and were not updated by the mailer.

The percentage in the right hand column 'Total COA updated by mailer divided by total COAs on file' is the percentage that is used to determine if the mailing passes the verification.

The date range between 95 days to 48 months is provided as information only. If mailpieces have addresses that have COAs on file

that are older than 18 months then they are most likely not going to be delivered and the mailer should assess what action can be taken to resolve these addresses. One option may be to use the NCOALink 48 months database from an authorized full service NCOALink vendor.

The results of the verification are displayed in the right-hand column under Total COA updated by mailer divided by Total COA on file. So in this case the calculation is 76 pieces updated by the mailer divided by 77 total pieces with a COA.

The Move Update Error Identification section will display all of the pieces between 95 days and 48 months date range for which a COA was found but was not updated. The columns include the MERLIN mailpiece ID, the name and address as shown on the piece, the date range of the COA and the date of the COA.

End of Slide 55.

Slide 56:

United States Postal Service Logo in the far right top corner.

Move Update Worksheet in far top right corner.

The words included are:

- Additional postage based on 95 days – 18 month date range percentage
- Report will display results percentage but if there are not more than 5 pieces not updated, system will not charge additional postage.

End of text information.

Notes:

As mentioned, the percentage will always be based on the date range between 95 days to 18 months for all verification methods.

The worksheet will always display the percentage based on the number of COAs detected and the number of COAs updated. However, if there are 5 or less pieces not updated, the system will not calculate additional postage.

End of Slide 56.

Slide 57:

United States Postal Service Logo in the far right top corner.

Move Update Worksheets in far top right corner.

The words included are:

Continuous DMUs

- ❑ Continuous DMU customers may access the dashboard to locate the Move Update worksheets that are not associated with a postage statement

End of text information.

Image 1:

Business Customer Gateway Dashboard page on usps.com

End of image.

Notes:

For those detached mail units designated by the USPS as a 'continuous' mailing site there is a different path to follow to access the move Update worksheet.

You can determine if a DMU is continuous by contacting the local acceptance operation or the District, Manager Business Mail Entry.

In this case, the user will still click on the 'dashboard' link in the left-hand menu.

End of Slide 57.

Slide 58:

United States Postal Service Logo in the far right top corner.

Move Update Worksheets in far top right corner.

The words included are:

Continuous DMUs

- ❑ From the dashboard, click on "View Verification Results" – this is a DMU-only functionality

End of text information.

Image 1:

Business Customer Gateway Dashboard Management System "View Verification Results"

End of image.

Notes:

The View Verification Results button is activated only for DMUs that are designated as 'continuous' mailing sites.

Click on the View Verification Results button to view the reports.

End of Slide 58.

Slide 59:

United States Postal Service Logo in the far right top corner.

Move Update Worksheets in far top right corner.

The words included are:

Continuous DMUs

- ❑ Under Verifications column, click on “MU” (for Move Update) to access the worksheet
- ❑ Results are immediately available after the MERLIN runs are complete

End of text information.

Image 1:

Business Customer Gateway View Verification Results page on usps.com

Notes:

On the Verification results screen, select a date range and click the search button

For any verifications that were performed and a worksheet was completed there will be a link in the verification column. Verifications not only include MERLIN and Move Update but also, bundle preparation, manual presort, manual barcode and manual short-paid meter.

As a reminder this is only when a verification worksheet has been entered by the acceptance clerk. Generally if no errors were found during the verification, the acceptance clerk would not enter the worksheet.

End of Slide 59.

Slide 60:

United States Postal Service Logo in the far right top corner.

Resources in far top right corner.

The words included are:

- Contact your local Mailpiece Design Analyst (MDA) or Business Mail Entry Unit (BMEU) to determine if Move Update verifications can be performed on your mailings and to receive feedback

Mailpiece Design Analyst Locator

http://pe.usps.gov/mpdesign/mpdfr_mda_lookup.asp

District Business Mail Entry Locator

<http://www.usps.com/ncsc/locators/find-bme.html>

End of text information.

Notes:

You can contact your local mailpiece Design Analyst or Mgr BME if you have a question about Move Update verification being performed on your mailings.

End of Slide 60.

Slide 61:

United States Postal Service Logo in the far right top corner.
Resources in far top right corner.

The words included are:

- If you are not receiving reports or if you have questions about accessing reports you can send an email to moveupdatereports@usps.gov.
- Contact Help Desk: 1-800-522-9085 to gain access to your Move Update reports via the Business Customer Gateway
- Sign up for the DMM Advisory to receive the latest news on Move Update
 - To sign up email dmmadvisory@usps.com
 - <http://pe.usps.gov/dmmAdvisory.asp>

End of text information.

Notes:

Additionally, if your mail is being verified on MERLIN but you are not receiving reports of the results you can contact the MDA or MBME or send an email to moveupdatereport@usps.gov.

You may also contact the helpdesk about accessing your reports through the gateway.

Signing up for the DMM Advisory is also a good means to stay up-to-date on changes.

End of Slide 61.

Slide 62:

United States Postal Service Logo in the far right top corner.

Resources in far top right corner.

The words included are:

- Access ribbs.usps.gov/ Move Update:
 - Move Update Advisement Policy
 - Explains Verification and Assessment Approach
 - Guide to Accessing Move Update Reports
 - Explains reports available and how to access
 - Publication 363
 - Explains the Move Update options available for mailers to update their addresses

End of text information.

Notes:

We will post all policy updates to the RIBBS Move Update web page. Currently you can access the Advisement Policy, the Guide to Accessing Move Update reports and the Publication 363 on the Move

Update page. The publication 363, provides full explanations of all the move update methods and a long list of frequently asked questions.
End of Slide 62.

Slide 63:

United States Postal Service Logo in the far right top corner.

Resources in far top right corner.

The words included are:

- Access ribbs.usps.gov/ Intelligent Mail Services:
 - User Access to Electronic Mailing Information and Reports
 - Postage Statement Wizard
 - Postal Service Mail.dat® Technical Specification
 - Postal Service Mail.XML Technical Specification
 - Mail.XML Technical Specification for Postage Payment and Reporting
 - Mail.XML Technical Specification for Appointment Scheduling
 - Mail.XML Technical Specification for Profiles and Full Service Feedback

End of text information.

Notes:

The NCSC RIBBs web page also houses additional information on our Intelligent Mail Services including the User Access to Electronic Mail Information and reports guide and the technical specifications for Mail.dat and Mail.xml.

End of Slide 63.

Slide 64:

United States Postal Service Logo in the far right top corner.

RIBBS.USPS.GOV in far top right corner.

Image 1:

RIBBS Move Update link on ribbs.usps.gov

End of image.

Notes:

The RIBBS web page is accessed at ribbs.usps.gov. In the left hand menu click on the Move Update link and then on the Latest News. The page will display a Blue Box of Important Links with the Advisement Policy, Accessing Guide, Frequently Asked Questions and the Publication 363.

End of Slide 64.

Slide 65:

United States Postal Service Logo in the far right top corner.
The words included are:
Thank You!
End of text information.

Notes:

End of Slide 65.